An IDC Infographic

**TOP DRIVERS OF BIG DATA INITIATIVES**

- **Customer Experience**
  - 60% of Asia Pacific organizations name customer experience as a key reason to invest in Big Data

- **Product/Service Innovation**
  - 54% of Asia Pacific organizations invest in Big Data to achieve product/service innovation

Most relevant industries:
- Banking
- Services
- Retail
- Manufacturing
- Telecoms

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**Monetizing your data**

50.6% of Asia Pacific enterprises want to monetize their data in the next 12-18 months.

2x enterprises that leverage analytics are more likely to outperform their peers.

**3 KEY DATA MONETIZATION APPROACHES**

1. **Data Decisioning**
   - Leverage insights to enhance processes

2. **Data Products**
   - Offer data as innovative products

3. **Data Partnership**
   - Sell or share core analytics capabilities with partners

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**How to monetize your data**

**Banking**

- 25% of research projects result in a product that reaches the market.
- Two-thirds of those that reach the market fail to meet the original expectations.

**Manufacturing**

- Leverage insights from customer and execution data to enable demand-driven innovation and shorter time to market.
- Share or sell fault diagnosis and productivity optimization capabilities to supply chain partners.

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**Source:**
IDC APEJ Big Data MaturityScape Benchmark Survey 2014 (n=1255)
IDC APEJ Big Data Pulse 2014 (n=854)

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